

VETTE 2012 MEDIA KIT

BUDGET 9-SEC. DRAG CAR PG. 46

ALPHA DOGS: INSIDE THE C5 DEVELOPMENT PROTOTYPES

VETTE



VETTE RODS RULE

VINTAGE STYLE MEETS MODERN PERFORMANCE

CHRIS THOLE'S KILLER LS7 STREET SHARK

DIY TECH
QUICK-AND-EASY PROJECTS YOU CAN DO AT HOME

GRAND ADVENTURE
TOURING LAKE GENEVA IN A DROP-TOP GS

100 MILLION AND COUNTING
THE CORVETTE SMALL-BLOCK REACHES A MILESTONE

America's Favorite Corvette Magazine

SHOW-OFF: BREATHTAKING Z06 DRIVER

vetteweb.com
MAY 2012
VOLUME 36 / No 05
\$5.99

A SOURCE INTERLINK MEDIA PUBLICATION

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SHOW-OFF: BREATHTAKING Z06 DRIVER

Vette offers the consummate guide for all Corvette enthusiasts with its monthly coverage of the cars, the people and the events that make up the hobby. From new-model road tests to track comparisons with old Stingrays, each issue of *Vette* covers every Corvette generation. Whatever enthusiasts need to know about maintaining or increasing performance is covered, from engine and transmission buildups, to brake and exhaust upgrades and from restorations to shows, events and races throughout the country.



CIRCULATION DEMOGRAPHICS

Established: 1976
Published: Monthly
Total Audience: 436,000*
Circulation: 35,563**
Subscribers: 32,439**
Newsstand: 2,153**
Other: 971**

Readers Per Copy: 12.10*

(*USPS Statement of Ownership, Management, and Circulation 2011 / **Source Interlink Media Research Estimate)

DEMOGRAPHIC PROFILE

Male: 93%
Single: 28%
Married: 59%
Attended College: 65%
Working Full Time: 63%
Mean Household Income: \$96,538
Median Household Income: \$83,132
Mean Age: 43.6
Median Age: 43.5

AGE

18 to 24 Years: 10%
25 to 34 Years: 22%
35 to 44 Years: 22%
45 to 54 Years: 21%
55 to 64 Years: 15%
65+ Years: 10%

HOUSEHOLD INCOME

Under \$40,000: 21%
\$40,000-\$49,999: 5%
\$50,000-\$74,999: 18%
\$75,000 & Over: 56%

(Source: 2011 Fall GfK MRI Prototype Estimate)

GENERAL COVERS

SIZE	1x	3x	6x	9x	12x
Cover 2	\$7,620	\$7,235	\$6,930	\$6,630	\$6,320
Cover 3	\$7,385	\$7,015	\$6,715	\$6,420	\$6,130
Cover 4	\$8,205	\$7,790	\$7,460	\$7,140	\$6,810

GENERAL FOUR COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$7,035	\$6,680	\$6,400	\$6,115	\$5,835
2/3 Page	\$5,275	\$5,015	\$4,800	\$4,590	\$4,370
1/2 Page	\$4,690	\$4,455	\$4,270	\$4,085	\$3,895
1/3 Page	\$3,375	\$3,205	\$3,070	\$2,935	\$2,800

GENERAL TWO COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$6,325	\$6,015	\$5,765	\$5,505	\$5,255
2/3 Page	\$4,750	\$4,505	\$4,320	\$4,130	\$3,940
1/2 Page	\$4,220	\$4,005	\$3,835	\$3,665	\$3,495
1/3 Page	\$3,040	\$2,885	\$2,765	\$2,645	\$2,525

GENERAL BLACK & WHITE

SIZE	1x	3x	6x	9x	12x
1 Page	\$5,275	\$5,015	\$4,800	\$4,590	\$4,370
2/3 Page	\$3,950	\$3,755	\$3,595	\$3,440	\$3,280
1/2 Page	\$3,525	\$3,340	\$3,205	\$3,065	\$2,925
1/3 Page	\$2,535	\$2,400	\$2,305	\$2,200	\$2,100
1/4 Page	\$1,900	\$1,810	\$1,730	\$1,655	\$1,580
1/6 Page	\$1,345	\$1,275	\$1,220	\$1,170	\$1,120
1/12 Page	\$695	\$655	\$625	\$595	\$570

Rates subject to change upon notice from the publisher.



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http://ads.simautomotive.com//MAIN%20FILES/misc_site_files/conditions_bottom.html

For current Source Interlink Media automotive group general policies, please see:

http://ads.simautomotive.com//MAIN%20FILES/misc_site_files/General_Policies.html

Issue	Ad Close/ Materials Due	On Sale
Jan 2012	09/08/11	11/01/11
Feb 2012	10/11/11	12/06/11
Mar 2012	11/04/11	01/03/12
Apr	11/30/11	01/31/12
May	01/03/12	02/28/12
Jun	01/31/12	03/27/12
Jul	02/29/12	04/24/12
Aug	04/03/12	05/29/12
Sept	05/01/12	06/26/12
Oct	05/29/12	07/24/12
Nov	06/29/12	08/28/12
Dec	07/31/12	09/25/12
Jan 2013	08/28/12	10/23/12
Feb 2013	10/01/12	11/27/12
Mar 2013	10/26/12	12/25/12



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For current ad specifications, please see:

<http://ads.sourceinterlinkmedia.com/images/magspecs/vemp.html>

READER INTERACTION

Read/looked through the last 4 of 4 issues: 91.9%

Very satisfied or satisfied with the editorial content: 92.7%

Average number of hours reading/looking through a typical issue: 1.9

Keep issues for future reference: 85.8%

Took any action as a result of reading ads or articles in Vette Magazine: 91.1%

Took steps (internet/phone) after deciding to buy a product based on something read in Vette Magazine: 96.7%

Average number of repairs made as a result of reading a how-to story in Vette Magazine in the past 12 months: 1.8

(2008 Reader Survey)

MILEAGE

Average number of miles Corvette has been driven in the last 12 months: 5,510

(2008 Reader Survey)

AFTERMARKET PURCHASES

	Purchased past year	Plan to purchase next 12 months	Purchased/Plan to Purchase
Any:	95.7%	57.4%	95.8%
Motor oil:	69.7%	22.7%	70%
Oil filters:	58.9%	23.1%	60.4%
Car wax & polish:	67.1%	16.3%	67.5%
Tire care:	34.6%	12%	35.4%
Air filters:	52.4%	18.3%	62.1%
Car cleaner wash/wipes:	53.2%	13.1%	53.8%
Anti-freeze/coolant:	33.8%	10.4%	39.2%
Leather & vinyl protectants:	42.4%	9.6%	43.8%
Windshield wipers:	24.7%	11.6%	30.4%
Spark plugs:	20.8%	8%	26.3%
Fuel additives:	26.8%	7.6%	26.7%
Vehicle battery:	34.2%	8.4%	40%
Brakes:	15.6%	9.2%	23.3%
Motor oil additives:	16.9%	5.2%	18.3%
Muffler:	10.8%	3.2%	13.3%
Shock absorbers/struts:	10.4%	7.6%	17.1%
Other aftermarket products:	32.9%	20.7%	39.2%

(2008 Reader Survey)

MAINTENANCE

Average amount spent on maintenance products annually: \$332

Personally perform vehicle maintenance: 80.3%

Perform maintenance on other people's vehicles: 36.8%

Plan to make modifications to vehicle in the next 12 months: 67.6%
(2008 Reader Survey)

PRODUCT PURCHASES

Automotive electronics: 58.1%

Wheels: 20.3%

Tires: 54.5%

(2008 Reader Survey)

TOOL OWNERSHIP

Own hand tools: 99.2%

Own power tools: 98%

(2008 Reader Survey)

CORVETTE OWNERSHIP

Owns Corvette: 96.8%

Owns 2 or more Corvettes: 29.5%

Average number of Corvettes owned: 1.4

Corvette owned bought new: 29.2%

Corvettes owned bought used: 82.7%

Corvettes owned bought new or used: 99.6%

Amount spent on Corvette in the past 12 months: \$3,616

(2008 Reader Survey)

ADVICE/INFLUENCE

Automotive advice shared with others in the past 2 months

Any: 78.1%

Vehicle brand/model purchase: 56.3%

Modifications: 36.8%

Repairs: 47.4%

Purchase of a product: 53.8%

Purchase of a service: 27.5%

Gave advice on automotive-related purchases: 87.4%

(2008 Reader Survey)

INTERNET USAGE

Uses the internet: 99.2%

Average hours a week use computer for automotive-related activities: 7.0

(2008 Reader Survey)

ABOUT THE MAGAZINE:

Launched in 1976, *VETTE* is the magazine world's longest-running Corvette-specific publication. In the years since its inception, *VETTE* has established itself as the market's leading authority on all things Corvette, with exclusive articles on the many unique cars, companies, events, and personalities that make up hobby.

Since absorbing sister publication *Corvette Fever* in 2010, *VETTE*'s editorial focus has broadened to include Corvettes of all types and vintages, from NCRS Top Flight restorations to the latest, most technologically advanced tuner Vettes on the market. When it comes to technical content, *VETTE* continues to offer the most comprehensive coverage in the industry, including real, hands-on installation articles backed by hard-core track and dynamometer testing.

By cultivating relationships with the performance aftermarket's top suppliers, the *VETTE* staff has produced numerous exclusive "first look" articles on some of the industry's newest and most exciting Corvette products. Examples include the magazine world's first published stories on ProCharger's LS2, LS3, Stage II LS1/LS6, and LS7 supercharger systems; Kenne-Bell's twin-screw LS blower; and STS's rear-mount C5 and C6 turbo kits; as well as the first drag-strip and dyno tests of both the C6 Z06 and '09 ZR1 models.

Along with its usual monthly complement of car features and technical articles, *VETTE*'s editorial package incorporates a wide range of lifestyle and human-interest content, from historical pieces and motorsports coverage to stories on Corvette destinations, interviews with industry luminaries, and more.

Whether covering a meticulously restored Tri-Power Sting Ray or a twin-turbo Z06 drag car, *VETTE*'s writers have the technical expertise and marketplace savvy to tell the whole story in a way that's as informative as it is entertaining.

About the Readership:

VETTE readers represent the full spectrum of the Corvette hobby, from casual enthusiasts to car-show habitués and weekend racers. *VETTE*'s mission is to bring this diverse group of hobbyists the marque-specific information they crave, in a creative format they can enjoy.

ABOUT THE WEBSITE:

VETTE's official Website, www.Vetteweb.com, is the Internet's only source for articles, news updates, and blogs related to both the magazine itself and the Corvette world in general. The contents of every new print issue are posted to the site concurrently with the magazine's on-sale date, along with a variety of Web-exclusive photo galleries, wallpapers, and videos. In addition to current print content, the site offers a comprehensive archive of technical stories, feature articles, and event coverage from past issues. An enhanced focus on the quality of the Vetteweb experience has resulted in tremendous growth in the recent past, making the site an invaluable companion to the print edition.

ABOUT THE STAFF:

Editor Jay Heath brings more than 11 years of writing and editing experience to the job. He began his career in automotive journalism as a freelance writer in 1998, eventually moving on to hold staff positions at McMullen-Argus Publishing and, later, Consumer Reports. After a stint as marketing director at aftermarket supplier SLP Performance Parts, he returned the journalism world in 2005 as editor of *VETTE*. He currently owns a Polo Green '96 LT1 coupe, which appears regularly in the magazine.

Associate Editor Christopher Phillip is a 21-year veteran of the publishing world. He began his career interviewing such rock-and-roll celebrities as Mrs. George Harrison, Frank Zappa, Carlos Santana, and Gene Simmons. He moved to the automotive-journalism field in 2006, and has brought his Hollywood-style of interviewing to *VETTE*. He owns a stable of LS-powered Trans Ams and is currently looking for a Jetstream Blue Z06 to add to his collection.

Associate Editor Scott Ross joined *Corvette Fever* in July, 2007 after 9-plus years as contributor, Managing Editor, and Senior Editor of *DRIVE!* magazine. His passion for American cars began when his family lived outside of Detroit—within earshot of Woodward Avenue—during the '60s. An avid automotive historian ("I was there then!" is a phrase he often uses when discussing Corvettes of the '60s and '70s), Ross writes the bulk of *VETTE*'s car features.